

Provisional Product List for NAICS 541850: Display Advertising*

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			English Title	English Definition	Product Exists in:			NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	Can	Méx	US	
54185	1					Leased display advertising media space	Leasing display advertising media space. This includes installation of the advertising substrate in the advertising space, maintenance, and removal of the advertising substrate. The leasing agreement may include additional services such as storage and rotation.	X	X	X	541850	541850	541850	83620
54185	1.1	X				Leased display advertising media space, large format	Leasing display advertising media space on standardized large format advertising displays intended for viewing from extended distances. Includes installation of the substrate in the advertising space, maintenance, and removal of the advertising substrate. Leasing agreement may include additional services such as storage and rotation, and may include temporary addons specific to the advertiser. Such as bulletins, 30-sheet posters, 8-sheet poster, wall murals, spectacular displays. Known as billboards in the U.S.	X	X	X	541850	541850	541850	83620
54185	1.1.1				X	Leased display advertising media space, bulletins	Leasing display advertising media space on 14' h x 48' w advertising displays. Includes installation of the substrate in the advertising space, maintenance, and removal of the advertising substrate. Leasing agreement may include temporary add-ons specific to the advertiser.	X		X	541850		541850	83620
54185	1.1.2				X	Leased display advertising media space, posters	Leasing display advertising media space on 30-sheet or 8-sheet poster displays. Includes installation of the substrate in the advertising space, maintenance, and removal of the advertising substrate. Leasing agreement may include temporary add-ons specific to the advertiser.	X		X	541850		541850	83620
54185	1.1.3				X	Leased display advertising media space, wall murals	Leasing display advertising media space on building's exterior wall. Includes installation/painting on the wall, maintenance, and removal.	X	X	X	541850	541850	541850	83620
54185	1.1.4				X	Leased display advertising media space, spectaculars	Leasing display advertising media space on a bulletin-size or larger (perhaps nonstandard size) structure built to specifications of a particular advertiser on a long-term contract. Includes a combination of special features such as: extensions/embellishments, lighting effects, neon, 3D, animation, electronics. Includes installation, maintenance, and removal of the advertising substrate.	X		X	541850		541850	83620

* A question mark (?) in columns 9 through 15 indicates that the information is unknown or particularly uncertain at this time.

Provisional Product List for NAICS 541850: Display Advertising*

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Industry Subject Area	Working Group Code	Tri- lateral Detail	National Product Detail			English Title	English Definition	Product Exists in:			NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	Can	Méx	US	
54185	1.2	X				Leased display advertising media space, transit	Leasing display advertising media space affixed to moving vehicles, or positioned in the common areas of transit stations, terminal and airports. Such as bus station, train station, subway stations, exterior & interior bus panel, interior & exterior subway and rail advertising, airport advertising, truckside panel, taxi panel. Includes installation, maintenance and removal of the advertising substrate	X	X	X	541850	541850	541850	83620
54185	1.3	X				Leased display advertising media space, street furniture and other urban fixtures	Leasing advertising space on advertising displays, many that provide a public amenity, positioned at close proximity to pedestrians and shoppers for eye-level viewing, or at curbside to influence vehicular traffic. Such as shopping mall advertising, in-store advertising, convenience store advertising, urban panel, bus shelter panel, bus bench panel, newsstand/news rock panel, information kiosk panel, public telephone panel, pedestrian panel, I-sheet poster. Includes installation, maintenance and removal.	X	X	X	541850	541850	541850	83620
54185	1.4	X				Leased display advertising media space, other	Leasing advertising media space on other outdoor media formats used to create customized solutions for advertisers, including installation, maintenance, and removal. Such as: stadium/arena/speedway advertising, airborne/airship display, marine vessel display, and any new non-standardized media space.	X	X	X	541850	541850	541850	83620

* A question mark (?) in columns 9 through 15 indicates that the information is unknown or particularly uncertain at this time.